

578222

Form 10A



PATENTS ACT 1952

## PETTY PATENT SPECIFICATION

(ORIGINAL)

*TO BE COMPLETED BY APPLICANT*

NAME OF APPLICANT

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ACTUAL INVENTOR

This document contains the  
amendments made under  
Section 49.

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and is correct for printing.

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ADDRESS FOR SERVICE

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ADELAIDE. S.A. 5000

Petty Patent Specification for the invention entitled:

"IMPROVEMENTS RELATING TO DISPLAY RACKS"

The following statement is a full description of this invention, including the best method of  
performing it known to me:-

This invention relates to a display rack and is particularly applicable to racks intended for supporting celebration cards such as birthday cards in a tiered arrangement for access by intending purchasers.

5 The problem to which this invention is directed relates to the costs of manufacture of present display racks for this purpose.

Display racks are necessary for all retail outlets intending to offer cards for sale, and the cost of the rack can be a major factor in a decision to become a retail outlet for cards or it is a cost related to the manufacturer who will offer the rack as an inducement to take on such cards.

In either case, the cost of the rack is a very important factor in the selling of such celebration cards.

According to this invention there is proposed a display rack wherein there are at least two rack elements, each rack element comprising an elongate strip and providing a channel for support of materials to be supported in a displayed manner, characterised in that a first of the rack elements is supported by a second by interlocking engagement therewith.

Such an arrangement can accordingly be achieved by providing that there are a plurality of such rack elements each of substantially constant cross sectional shape along their length and having mutually interlocking shapes such that a first of the elements can be supported by such interlocking relationship by interlocking with a second of the elements.

30 Such an interlocking relationship can be significantly varied and can include discreet parts or it can include an interlocking shape which is a constant cross sectional shape along the length of the element.

Where this is the case, there is advantage in choosing a material which 35 is conveniently manufactured as a strip of constant cross sectional

2.

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celebration cards such as birthday cards in a tiered arrangement for access by  
intending purchases.

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retail outlet for cards or it is a cost related to the manufacturer who will offer the  
rack as an inducement to take on such guards.

15 In either case, the cost of the rack is a very important factor in the selling of  
such celebration cards.

20 According to this invention, there is proposed a display rack comprising at  
least two rack elements, each rack element comprised of an elongate strip of  
substantially constant cross-sectional shape along its length and including a  
back web and a front web with an upper edge and a substantially horizontal  
base joining the front web and back web to form thereby an upwardly open  
support channel, and at an upward part of the back web and rearward  
25 extending from this, a hook shape, the upward part of the back web being  
substantially higher than said upper edge of the front web, the strips being  
located parallel one to the other and at least a first strip being supported by a  
second strip by having the hook shape of the first strip engaging the upper  
edge of the front web of the said second strip.

30 For a better understanding of this invention, it will now be described with  
respect to a preferred embodiment in which:

35 FIG. 1 is a cross sectional view of the strips located in accord with the  
invention, and,

FIG. 2 from a side and slightly from above a display rack in accord with the  
invention.



is a portion which extends out forwardly at 7 providing a floor and then at the end of this an upwardly extending lip 8 which has at an uppermost end an edge 9.

5 At an uppermost end 10 of the web 6 there is a rearwardly extending hook shape 11 which includes a rearwardly extending portion 12 and a downwardly extending portion 13.

10 The distance between the downwardly extending portion 13 and the web 3 is such that the upwardly extending lip 8 will very neatly and closely fit therein thus ensuring a relatively tight but nonetheless slideable fit.

15 In this way, each of the elements 1 is supported by being suspended from an immediately adjacent and higher element 1 except, of course, for the uppermost element.

20 The advantages of this arrangement are that each of the strips 2 can be manufactured from steel sheeting in an economic way such as by using a press brake and each can be manufactured so as to be substantially rigid within itself and over a long length.

25 Assembly of these units, therefore, is simplicity itself and in an actual installation, may include end pieces including end supports such as at 14 which are attached to end faces not shown.

30 While the description of a preferred embodiment refers to strip made from steel sheeting, it will be apparent to those familiar to this art that many different shapes and materials can be used whilst still achieving the advantageous features of this invention.

For instance, the strips can be formed by extrusion from aluminium and in such a case, changes in the shape of the support channel and the rearwardly extending hook shape will be very readily apparent.

In a further arrangement, the strips are made from extruded plastics material.

These and other variations are all understood to be included within the  
5 wider concept of this invention.

Throughout this specification the purpose has been to illustrate the invention and not to limit this.

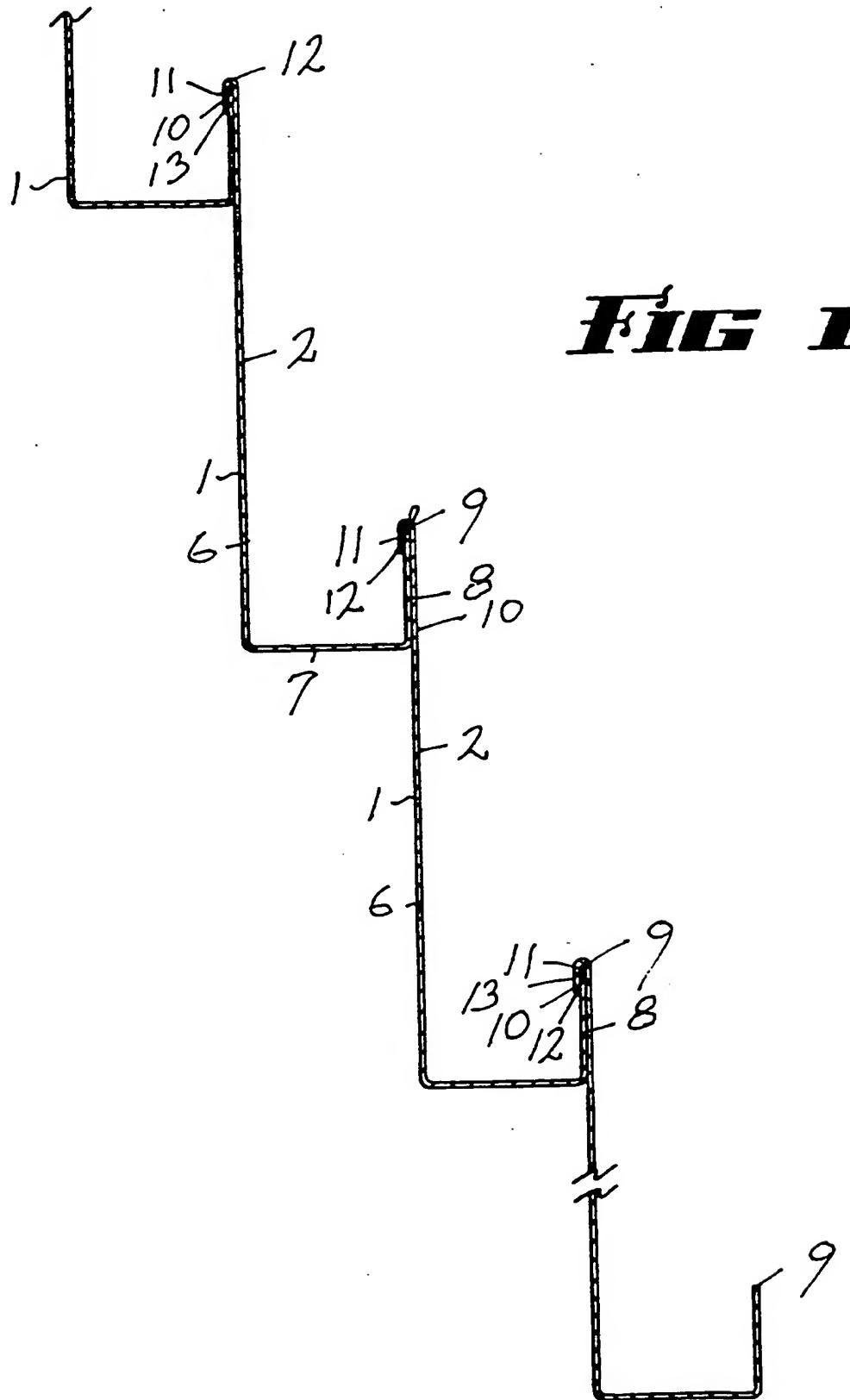
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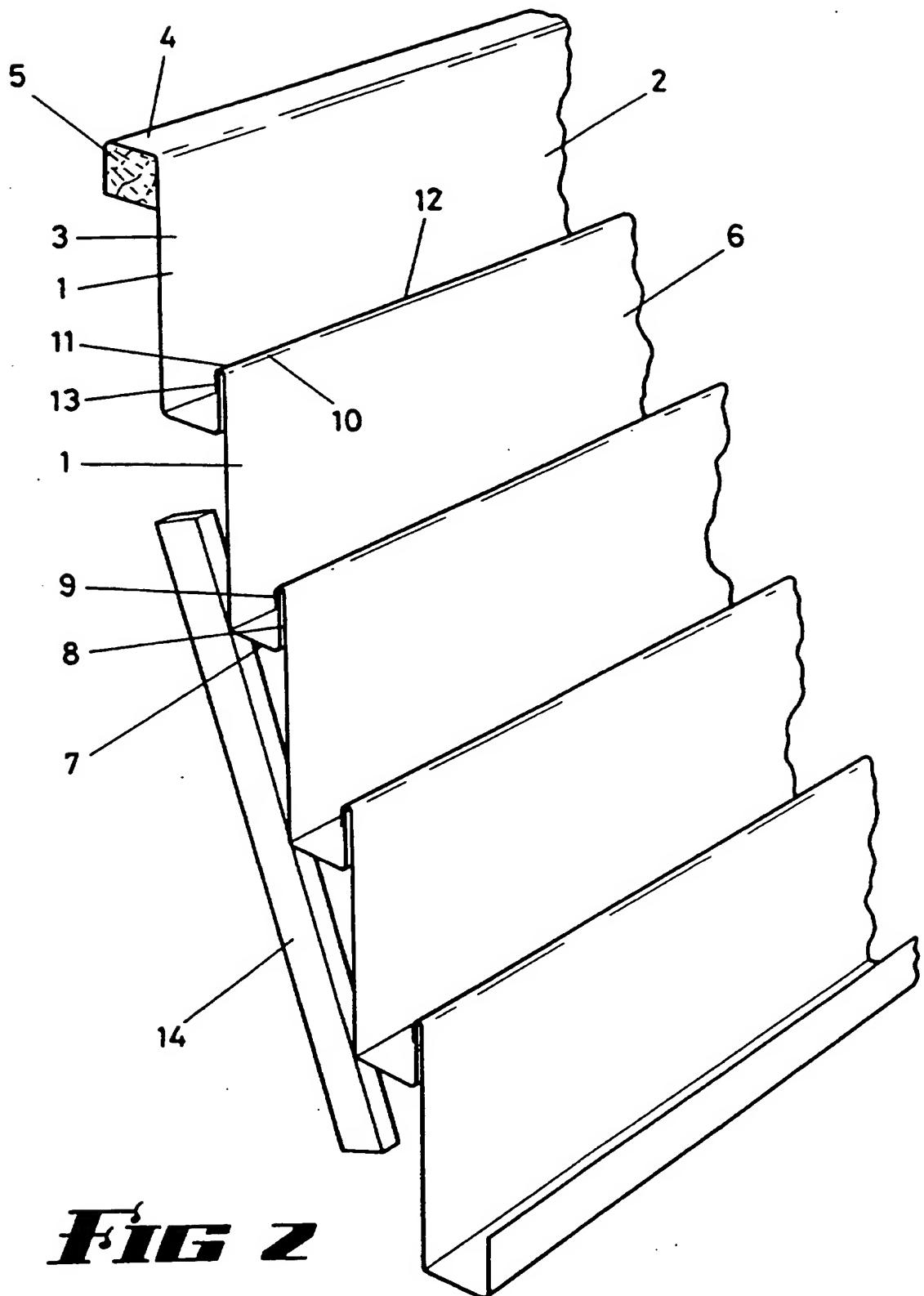
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THE CLAIM DEFINING THE INVENTION IS AS FOLLOWS:-

1. A display rack comprising at least two rack elements, each rack element comprised of an elongate strip of substantially constant cross-sectional shape along its length and including a back web and a front web with an upper edge and a substantially horizontal base joining the front web and back web to form thereby an upwardly open support channel, and at an upward part of the back web and rearward extending from this, a hook shape, the upward part of the back web being substantially higher than said upper edge of the front web, the strips being located parallel one to the other and at least a first strip being supported by a second strip by having the hook shape of the first strip engaging the upper edge of the front web of the said second strip.







**FIG 2**

(12) AUSTRALIAN PETTY PATENT ABRIDGMENT

(19) AU

(11) AU-B-10666/88

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(54) DISPLAY RACK

(75) BERNARD WILLIAM MacGUIRE

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(24) 23.12.87

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B60P 3/00

16701/67 401760 45.4, 54.7, 57.2  
(57) Claim: A display rack comprising at least two rack elements, each rack element comprised of an elongate strip of substantially constant cross-sectional shape along its length and including a back web and a front web with an upper edge and a substantially horizontal base joining the front web and back web to form thereby an upwardly open support channel, and at an upward part of the back web and rearward extending from this, a hook shape, the upward part of the back web being substantially higher than said upper edge of the front web, the strips being located parallel one to the other and at least a first strip being supported by a second strip by having the hook shape of the first strip engaging the upper edge of the front web of the said second strip.